

## Disseminating Social Psychological Knowledge and Making an Impact

Kimberley Hill

Our recent annual conference provided a fantastic example of how social media platforms, such as Twitter, are important in disseminating social psychological knowledge. Twitter updates from our most recent annual conference, *Focusing on Making a Difference: Impact for Impact*, saw far-reaching engagement through our #spsconf hashtag. Each week we have a different member of our Communications Sub-Committee in charge of our Twitter account, so we are always active. It is a great way to engage with like-minded social psychologists, so please get involved by sharing, retweeting or engaging with our posts. If you do not have Twitter, you can still view our updates by searching for our Twitter handle @SocialPsychUK or one of our hashtags. This includes #spsconf for conference updates, or #spschat for our structured discussions.

With contributions from the social psychologist community and beyond, conference-related Twitter updates covered our EU-referendum related symposia, interactive sessions on networking, as well as publishing for early career researchers, and roundtable discussions on impact. Not forgetting our lively Twitter coverage of our keynotes – namely Professor Michelle Ryan on the glass cliff in leadership positions and Professor John Potter on using contemporary discursive psychology to capture the practice of shaming. We also ensured coverage of our conference press releases, including Peter Macaulay's work on cyberbullying intervention in secondary school bullying, which can be found on the BPS Press Release pages: (<https://beta.bps.org.uk/news-and-policy/schoolchildren-are-more-likely-intervene-online-bullying>). Peter's work has implications for future anti-bullying messages towards increasing awareness and empathy training, which should improve bystander behaviour in both online and offline spaces.

If you have not already had a chance to take a look at the October edition of *The Psychologist*, you can find an excellent summary of our annual conference by Jon Sutton (*Big Stars, Big Ideas and Big Data*).

*Make an impact and get involved in disseminating social psychological knowledge:*

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